

2021 San Diego Swim Guide

How lucky are we that we live in sunny San Diego, where you can swim all year round? We are thrilled to be launching our first ever, San Diego Swim Guide. So if you own a business that fits into any of the following categories: Swim lessons both private and group, Indoor or outdoor public or private swimming pool venues, Competitive swimming or swim sports, Mommy and me classes or Survival swim, THIS GUIDE IS FOR YOU!



READER DEMOGRAPHICS

- 92% gather information directly through their phone
- 64% are likely to recommend a product found on our site
- Spent on average 3 minutes and 29 seconds browsing our site for information
- Families residing in San Diego County

Launches Late January

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SAN DIEGO MOMS™

2020 GUIDE STATS

- 3,500 Total Page-views
- Average time on the page - 3 minutes
- 20k Pageview combined on all SDM Guides
- 8k Daily Average FB reach
- 9k Followers on Facebook
- 12.5k Followers on Instagram

2021 San Diego Swim Guide

San Diego Moms Resource Guides are updated once per year. New businesses may be added at a pro-rated rate.

Presenting Sponsor

- Logo/Naming rights on the main page and logo inclusion on 2021 San Diego Swim Guide Featured Image
- Your business featured at the top of the entire guide including your business logo or image, write-up (up to 150 words), contact information, and links. (\$400 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost each)
- Two Facebook Shares (\$270 Value, \$10 ad spend)
- One Email Campaign (\$100 Value)
- Listing in our Business Directory (\$50 Value)
- One Instagram Takeover (\$150 Value)

Total \$800 / \$1,270 Value

Premiere Sponsor

(only 4 available)

- Your business featured at the top of the guide including your business logo or image (400x300), write up (up to 80-100 words), contact information, and links. (\$200 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost)
- One Social Media Share (on FB) (\$135 includes \$10 FB Ad Spend)

\$300 (\$635+ Value)

Gold Listing

- Includes: Company logo or graphic (300x200), short business write up (35-50 words) and website link and phone listing.

\$100

Included in this guide will be the following (but not limited to): swim lessons both private and group, indoor or outdoor public or private swimming pool venues, competitive swimming or swim sports, mommy and me classes, and survival swim.

Inclusion in our Resource Guides guarantees your information is available at the drop of a hat when parents are looking for specific information. Discounts offered for bundle listings.